



BUSINESS MODEL CANVAS:



Prepared for:
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ACKNOWLEDGMENT

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Secondly, I also owe my acknowledgment towards the brand owner of the Bertih's popcorn which I had registered as a dropship agent. I am thankful to have been given opportunity to join such an accommodating dropship group.

Lastly, not to forget to thank my parents and fellow friends who helped me a lot in finalizing this project within the limited time frame. I owe them a debt of appreciation for everything they have done for me.

EXECUTIVE SUMMARY

Bertih Jagung is a small business supply high quality and halal popcorn for their customers. Our business offers delicious popcorns to our beloved customers by giving them a high-quality popcorn with high quantity with affordable prices. Also, we gave our customers with the best shipping to guaranteed that the product arrived at customers safely.

Our business was started on 16th April 2021. According to customer review, my products gave them a fantastic taste because Bertih company use high-quality corn kernels with high-quality caramels mix. This product is also loved by many customers due to the cheap and affordable price and they feel worth it to purchase. Hence, this product provides a good insight for the continuation of sale to our customers. Moreover, we prioritise our customers satisfaction and healthy.

As we are only a dropship business, the operational plan utilised by Bertih Jagung consist of od promoting and advertising. I strive to become one of the most successful dropship business in my life and learn how to run out a business independently because I want to open my own brand business in the future after getting enough knowledge. In order to achieve goals that have been determined, aim for improvements in business from time to time is a must to ensure that I am in a healthy competition with other businesses who are in the same food and beverage as us.

TABLE OF CONTENT

Acknowledgement	i
Executive Summary	ii
Go-Ecommerce Registration Details	1
1.0 Introduction of business	
1.1 Business Information Sheet	2
1.2 Name and address of business	3
1.3 Mission / vision	3
2.0 Business Model Canvas (Full Diagram)	4
2.1 Customer Segments	5
2.2 Value Propositions	5
2.3 Customer Relationships	6
2.4 Channels	6
2.5 Key Activities	7
2.6 Key Resources	8
2.7 Key Partners	8
2.8 Cost Structure	9
2.9 Revenue Streams	10
3.0 Facebook (FB) page	
3.1 Creating Facebook (FB) page	10
3.2 Customizing URL Facebook (FB) page	12
3.3 Facebook (FB) post – Teaser	13
3.4 Facebook (FB) post – Copywriting (Hard sell)	16
3.5 Facebook (FB) post – Copywriting (Soft sell)	32
3.6 Frequency of posting	49
4.0 Conclusion	52
5.0 References	54

1.0 INTRODUCTION OF BUSINESS

1.1 Business Information Sheet

Name of usiness (with logo)	:	 <p>Image 1: Bertih Enterprise</p>
Name, Phone number & Email	:	AHMAD HAIKAL BIN KHAIRUNNIZAM 011-1310 9816 haikalnizam@gmail.com
SSM registration	:	23588249
Official business email address	:	-
FB webpage address	:	https://www.facebook.com/Bertih.Jagung.Dropship
Instagram link	:	https://instagram.com/bertih.my?igshid=1ewk4uhgz9azz
Brand name	:	Bertih Jagung
Online business mode	:	Dropship Agent
Nature of business	:	Selling and trading of popcorn
Type of products	:	Homemade chocolate with local Borneo ingredients
Main competitos	:	Popcorn Tijal Popcorn Gila
Start-up capital	:	No cost incurred
Product selling price	:	250 g – RM10.00 1 kg - RM 30.00
Commission	:	250 g – RM 2.00 1 kg - RM 4.00
Supplier / Brand Owner Name	:	Bertih